



# FY23 REPORT FOR THE MISSOURI DIVISION OF TOURISM

The Missouri Division of Tourism promotes the state's diverse tourism industry through a comprehensive strategic marketing plan that includes paid, earned, shared and owned media outreach that engages consumers across a variety of platforms and channels. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.

## TOURISM IN MISSOURI

Fiscal Year 2023



**\$19.9 BILLION**

Total economic impact



**\$17.6 BILLION**

Taxable sales



**41.9 MILLION**

Total number of visitors



**\$1.6 BILLION**

Spent by travelers influenced  
by MDT's marketing (CY23)



**301,466**

Missourians employed  
in tourism



**\$611 MILLION**

State tax revenues from tourism



**2.74 MILLION**

Number of visits to VisitMo.com



**\$7.6 MILLION**

Marketing funds disbursed  
to DMO partners



**372,873**

Number of visitors to Official  
Missouri Welcome Centers



**\$336.24**

Amount spent per person  
per overnight trip (FY23)



**186**

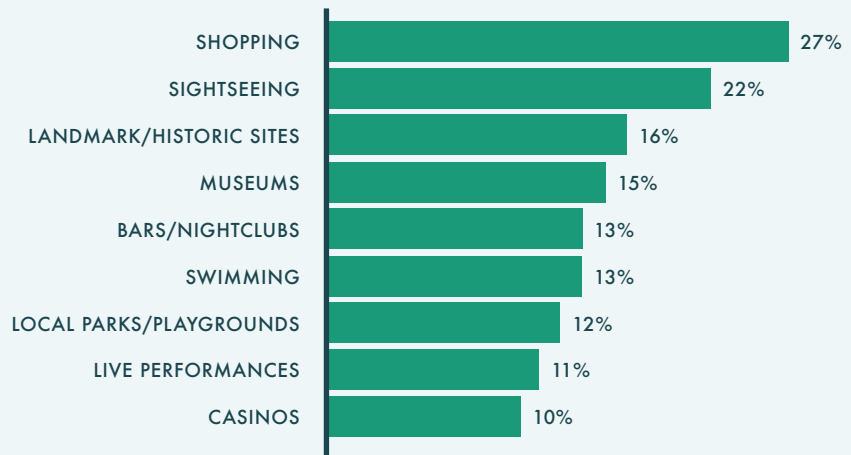
Motion media projects assisted  
by the Missouri Film Office

# VISITOR PROFILES

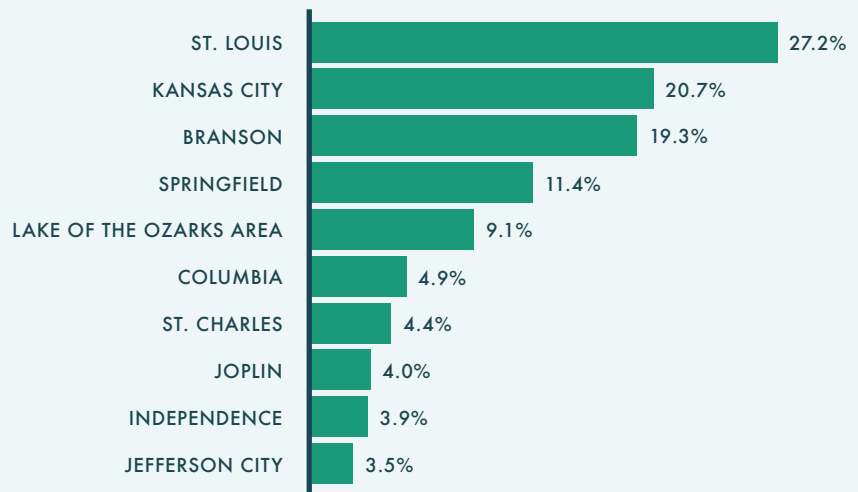
## FOR FY23

Tourists from around the region come to Missouri to enjoy time with friends and family, experience our state's culture, and explore our unforgettable destinations and attractions. Without tourism, the average Missouri household would face an additional tax burden of \$614.

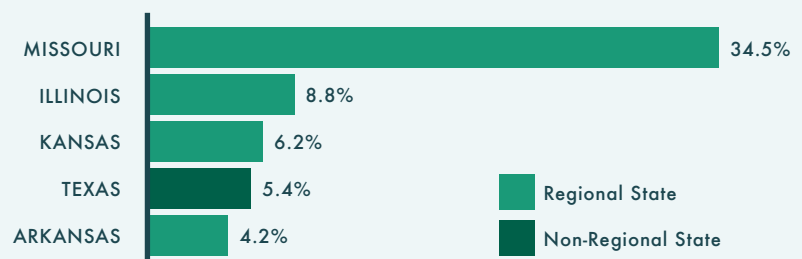
### TOP ACTIVITIES FOR OVERNIGHT VISITORS



### TOP DESTINATIONS FOR OVERNIGHT VISITORS



### TOP MISSOURI SOURCE MARKETS FOR OVERNIGHT VISITORS



Source: 2022 Longwoods International Travel USA Visitor Profile

# County Tourism Spending and Employment

	NAICS SPENDING	EMPLOYMENT
ADAIR COUNTY	\$51,620,618.79	1,097
ANDREW COUNTY	\$11,323,571.16	272
ATCHISON COUNTY	\$8,318,093.61	70
AUDRAIN COUNTY	\$29,693,380.55	600
BARRY COUNTY	\$56,428,582.66	936
BARTON COUNTY	\$15,642,346.80	371
BATES COUNTY	\$15,756,546.28	328
BENTON COUNTY	\$27,187,365.41	491
BOLLINGER COUNTY	\$4,735,981.12	90
BOONE COUNTY	\$545,793,403.95	11,612
BUCHANAN COUNTY	\$229,768,627.50	4,053
BUTLER COUNTY	\$100,183,726.40	1,946
CALDWELL COUNTY	\$2,564,121.52	44
CALLAWAY COUNTY	\$56,616,898.66	1,272
CAMDEN COUNTY	\$289,392,765.00	4,362
CAPE GIRARDEAU COUNTY	\$266,387,442.04	4,785
CARROLL COUNTY	\$10,388,563.72	208
CARTER COUNTY	\$8,458,626.53	256
CASS COUNTY	\$175,196,834.56	3,691
CEDAR COUNTY	\$16,604,906.74	336
CHARITON COUNTY	\$5,976,315.18	137
CHRISTIAN COUNTY	\$143,658,531.16	2,896
CLARK COUNTY	\$3,797,544.57	115
CLAY COUNTY	\$672,409,934.48	12,793
CLINTON COUNTY	\$10,604,207.79	424
COLE COUNTY	\$192,986,567.02	3,895
COOPER COUNTY	\$28,781,639.09	796
CRAWFORD COUNTY	\$36,556,807.86	658
DADE COUNTY	\$4,228,002.12	105
DALLAS COUNTY	\$19,406,560.17	351
DAVIESS COUNTY	\$3,811,582.50	77
DEKALB COUNTY	\$20,781,752.90	188
DENT COUNTY	\$21,492,084.02	338
DOUGLAS COUNTY	\$10,863,743.52	220

	NAICS SPENDING	EMPLOYMENT
DUNKLIN COUNTY	\$40,995,571.90	684
FRANKLIN COUNTY	\$222,261,415.41	4,205
GASCONADE COUNTY	\$29,669,103.76	566
GENTRY COUNTY	\$4,329,141.29	113
GREENE COUNTY	\$978,263,563.16	18,106
GRUNDY COUNTY	\$10,393,007.78	237
HARRISON COUNTY	\$14,329,702.18	207
HENRY COUNTY	\$42,542,158.10	676
HICKORY COUNTY	\$9,729,689.37	208
HOLT COUNTY	\$6,765,435.55	92
HOWARD COUNTY	\$5,126,580.18	133
HOWELL COUNTY	\$74,793,166.32	1,304
IRON COUNTY	\$9,891,439.21	226
JACKSON COUNTY	\$2,814,760,777.61	42,161
JASPER COUNTY	\$303,386,917.46	5,639
JEFFERSON COUNTY	\$379,787,327.51	6,550
JOHNSON COUNTY	\$87,198,213.42	2,097
KNOX COUNTY	\$1,041,306.05	27
LACLEDE COUNTY	\$75,590,110.29	1,256
LAFAYETTE COUNTY	\$35,779,733.49	817
LAWRENCE COUNTY	\$42,513,461.04	822
LEWIS COUNTY	\$4,288,601.38	165
LINCOLN COUNTY	\$66,213,413.52	1,069
LINN COUNTY	\$15,120,980.24	347
LIVINGSTON COUNTY	\$26,074,238.22	549
MACON COUNTY	\$28,944,766.53	592
MADISON COUNTY	\$12,886,901.60	309
MARIES COUNTY	\$3,300,170.54	38
MARION COUNTY	\$81,827,517.39	1,413
MCDONALD COUNTY	\$16,470,532.25	371
MERCER COUNTY	\$412,469.05	6
MILLER COUNTY	\$61,976,230.56	915
MISSISSIPPI COUNTY	\$11,774,895.12	301
MONITEAU COUNTY	\$9,577,826.57	241
MONROE COUNTY	\$4,838,774.56	162
MONTGOMERY COUNTY	\$9,154,309.89	238
MORGAN COUNTY	\$38,542,602.85	766
NEW MADRID COUNTY	\$32,986,211.47	402
NEWTON COUNTY	\$133,791,364.70	2,257
NODAWAY COUNTY	\$37,999,774.66	1,063
OREGON COUNTY	\$8,892,882.48	185
OSAGE COUNTY	\$8,017,984.62	205

	NAICS SPENDING	EMPLOYMENT
OZARK COUNTY	\$13,877,046.43	282
PEMISCOT COUNTY	\$11,748,786.91	318
PERRY COUNTY	\$28,127,021.62	641
PETTIS COUNTY	\$94,943,862.35	1,717
PHELPS COUNTY	\$109,528,232.46	2,213
PIKE COUNTY	\$18,062,073.13	435
PLATTE COUNTY	\$369,924,013.11	6,117
POLK COUNTY	\$46,782,869.46	662
PULASKI COUNTY	\$98,647,340.87	3,040
PUTNAM COUNTY	\$1,176,213.00	27
RALLS COUNTY	\$7,390,420.35	154
RANDOLPH COUNTY	\$38,280,520.82	607
RAY COUNTY	\$15,806,703.77	464
REYNOLDS COUNTY	\$4,678,599.74	104
RIPLEY COUNTY	\$9,216,615.52	204
SALINE COUNTY	\$30,892,067.20	653
SCHUYLER COUNTY	\$511,024.29	25
SCOTLAND COUNTY	\$2,456,657.79	40
SCOTT COUNTY	\$66,405,508.74	1,231
SHANNON COUNTY	\$10,519,544.44	220
SHELBY COUNTY	\$2,878,974.62	73
ST. CHARLES COUNTY	\$1,153,562,062.87	22,036
ST. CLAIR COUNTY	\$5,570,663.12	134
ST. FRANCOIS COUNTY	\$128,096,203.12	2,486
ST. LOUIS CITY	\$1,882,503,849.07	24,829
ST. LOUIS COUNTY	\$3,175,544,950.94	55,989
STE. GENEVIEVE COUNTY	\$23,346,134.13	586
STODDARD COUNTY	\$38,221,021.36	708
STONE COUNTY	\$260,141,607.17	2,526
SULLIVAN COUNTY	\$1,705,708.86	18
TANEY COUNTY	\$868,432,781.45	11,931
TEXAS COUNTY	\$19,068,813.03	370
VERNON COUNTY	\$32,310,251.62	549
WARREN COUNTY	\$50,872,877.51	835
WASHINGTON COUNTY	\$18,996,924.52	316
WAYNE COUNTY	\$6,804,282.24	302
WEBSTER COUNTY	\$47,588,937.01	738
WORTH COUNTY	\$306,074.11	17
WRIGHT COUNTY	\$19,322,368.63	336
<b>TOTAL</b>	<b>\$17,613,907,552.04</b>	<b>301,466</b>

NAICS Spending – Spending in the 45 tourism-related North American Industry Classification System (NAICS) codes; source: Missouri Department of Revenue  
Employment – Employment in the 45 tourism-related NAICS codes; source: Missouri Department of Labor and Industrial Relations

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
1	722511 - Full-Service Restaurants
2	711110 - Theater Companies and Dinner Theaters
3	722310 - Food Service Contractors
4	722320 - Caterers
5	722330 - Mobile Food Services
6	722513 - Limited-Service Restaurants
7	722514 - Cafeterias, Grill Buffets, and Buffets
8	722515 - Snack and Nonalcoholic Beverage Bars
9	722410 - Drinking Places (Alcoholic Beverages)
10	721110 - Hotels (except Casino Hotels) and Motels
11	721120 - Casino Hotels
12	721191 - Bed-and-Breakfast Inns
13	721310 - Rooming and Boarding Houses
14	721211 - RV (Recreational Vehicle) Parks and Campgrounds
15	721214 - Recreational and Vacation Camps (except Campgrounds)
16	721199 - All Other Traveler Accommodation
17	611610 - Fine Arts Schools
18	711120 - Dance Companies
19	711130 - Musical Groups and Artists
20	711190 - Other Performing Arts Companies
21	711510 - Independent Artists, Writers, and Performers
22	711211 - Sports Teams and Clubs
23	711212 - Racetracks
24	711219 - Other Spectator Sports
25	713120 - Amusement Arcades
26	713950 - Bowling Centers
27	713910 - Golf Courses and Country Clubs
28	713110 - Amusement and Theme Parks
29	712110 - Museums
30	721120 - Historical Sites

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
31	712190 - Nature Parks and Other Similar Institutions
32	713920 - Skiing Facilities
33	713930 - Marinas
34	487110 - Scenic and Sightseeing Transportation, Land
35	487210 - Scenic and Sightseeing Transportation, Water
36	487990 - Scenic and Sightseeing Transportation, Other
37	532284 - Recreational Goods Rental
38	561599 - All Other Travel Arrangement and Reservation Services
39	611620 - Sports and Recreation Instruction
40	611699 - All Other Miscellaneous Schools and Instruction
41	711310 - Promoters of Performing Arts, Sports, and Similar Events with Facilities
42	711320 - Promoters of Performing Arts, Sports, and Similar Events without Facilities
43	713290 - Other Gambling Industries
44	713990 - All Other Amusement and Recreation Industries
45	712130 - Zoos and Botanical Gardens

**\*NAICS:** North American Industry Classification System — originally developed for use by U.S. government agencies for the collection, analysis and publication of data related to the U.S. economy

**Source:** Missouri Department of Revenue